

THE IVY NETWORK CORPORATION

WHERE FUTURE AMERICA LISTENS AND LEARNS TO BUY

242-A YALE STATION • NEW HAVEN, CONN. • 787-0711

WILLIAM B. BATES III
PRESIDENT

JEFFREY S. HARRIS
SECRETARY - TREASURER

October 20, 1970

Mr. Andrew D. Sinauer
Sinauer Associates, Inc.
20 Second Street
Stamford, Conn. 06905

Dear Mr. Sinauer:

I have looked into all the items that we discussed at your office last Friday, and hopefully answer all your questions below. First, however, let me say that it is the opinion of Bill Bates, Jeff Harris, and the business managers of WYBC that it would be more beneficial to you if we ran the spots after you return from the ecological conference, that is, the last two weeks of November and the first week in December. This is a better time to reach the "Christmas shopper" and would allow more time to coordinate this promotion with the local bookstores.

I believe that it is important to have your product available in the cities where we are running the spots. This is especially true for the Cambridge area, where the Harvard Co-op is one of the largest stores in town. Of course, the mailing in of coupons would also play a large part in this promotion.

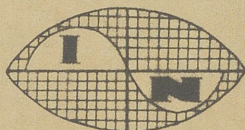
In reference to the particular schedule and contract that I think is desirable, I propose the following:

STATIONS	CITY
WYBC-FM	New Haven
WVBR AM&FM	Ithaca (Cornell)
WDCR-AM	Hanover
WHRB-AM	Cambridge
WRSU-AM	New Brunswick (Rutgers)

40 spots per station, total of 200 spots at 5.25 each.
Total cost: \$1050.00.

BROWN: WBRU COLUMBIA: WKCR CORNELL: WVBR HARVARD: WHRB
DARTMOUTH: WDCR PENNSYLVANIA: WXPB PRINCETON: WPRB YALE: WYBC
WESLEYAN: WESU UNION COLLEGE: WRUC MIT: WTBS WILLIAMS COLLEGE: WMS
BOSTON UNIVERSITY: WTBU LEHIGH: WLRN RUTGERS: WRSU BOSTON COLLEGE: WYBC
AND AFFILIATED STATIONS





I think that these spots should be scheduled so that twenty are run the first week and ten each of the following two weeks. We decided that this would be better than ten spots each of four weeks. I would hope that you could accept this proposal because less than forty spots per station reduces the amount of coverage significantly. If this proposal is too costly, then I would suggest eliminating either WHRB or WRSU from the schedule.

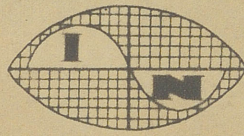
I have chosen these five stations after very careful consideration. Since Ivy does not sell time on the FM stations of the members, you can theoretically buy only AM spot time. However, since I work for WYBC, spots can be run on WYBC-FM, which offers excellent coverage. WVBR broadcasts all programs on AM and FM, so we can sell you the spots at AM rates and you will receive FM coverage in addition. These two stations offer some of the best programming in the network and have substantial shares of their respective markets. WDCR-AM is the only open-circuit AM college station in the nation, and they are the number one station in that market area, which is very large. I chose WHRB because the Harvard-Co-op is an excellent store at which almost all Boston students do some shopping. An excellent arrangement could be set up there. Finally, WRSU is the largest member of the Ivy Network with 26,000 students on campus.

If one of the stations must be eliminated, which I would rather not do because they all offer good prospects for sales promotion, the cost would be reduced to \$840.00.

The spots would be produced in New Haven at no charge, and distributed by the Network. However, WHRB accepts only live copy—that is their programming policy.

What we can offer to you in addition may be of interest. I can get in touch with each radio station and have a representative go to the local bookstore, tell the manager that your game will be advertised on his station in the future, and that he should get copies of the game because the store is likely to have customers for the game. I would appreciate your opinion on this idea.





I will get in touch with you soon, perhaps this friday, and get your reactions to my letter. I have enclosed several items for your own information. Perhaps you will consider the Ivy Network for future promotions of your publications. I can send you more material upon request.

Several of us played the game the other evening and found it quite enjoyable. Shall I return this set to you?

Thank you for your interest in The Ivy Network and WYBC. If you have any suggestions, I will be more than happy to discuss them with you.

Sincerely,

Mark J. Hoffman
Mark J. Hoffman
Account Executive

